



**Minutes
of the
Santa Barbara Metropolitan Transit District
Board of Directors Meeting**

October 12, 2004

5:30 PM

**Santa Barbara MTD Public Meeting Room
550 Olive Street, Santa Barbara, CA 93101**

MEMBERS PRESENT: Chair, John Britton, Vice Chair, Olivia Rodriguez, Secretary, Brian Fahnestock, Director, Lee Moldaver, Director, David Davis and General Manager Sherrie Fisher

OTHERS PRESENT: Mr. & Mrs. Diehl, Mr. & Mrs. Francisco Gama, Roberto Gama, Driver, Jose Gomez, Driver/Temporary Supervisor, Jerry Estrada, Assistant General Manager, Gary Johns, Operations Manager, Dave Morse, Superintendent of Operations, Paul Tumbleson, Passenger & Facilities Manager, David Damiano, Community Relations Manager, Lynnette Coverly, Manager of Marketing, Steve Maas, Manager of Planning, Norman King, Santa Barbara Beautiful, Browning Allen, City of Santa Barbara Transportation Manager, Steve Musick

1. Call to Order

Chair Britton called the meeting to order at 5:30 PM and announced that this would be a televised meeting.

2. Roll Call of the Board of Directors

Chair Britton noted that all Board members were present.

3. Report Regarding Posting of Agenda

General Manager Fisher reported that the agenda for this meeting was posted at the MTD administrative headquarters, on the MTD website and mailed to the media for general circulation.

Ceremonial Items

4. Employee Retirements

Chair Britton and the Board honored the retirement of MTD employees John Winsor (Bus driver, 36 years) and Alicia Diehl (Bus driver, Transit Center advisor, 25 years). Mr. Winsor was not present. MTD Operations Manager, Gary Johns was there on his behalf. Mrs. Diehl and her family were on-hand for the celebration. A Certificate of Congressional Recognition, signed by Congresswoman Lois Capps, and other awards were presented.

5. Employee Spotlight

MTD employees, Francisco Gama (Bus Stop Maintenance) and Jose Gomez (Driver/Temporary Supervisor) were recognized and thanked by the Board for their contribution to the community and for their outstanding service to MTD.

Consent Calendar

6. Approval of prior minutes for the Board meeting of September 28, 2004.

7. Approval of the cash report of September 21 through October 4, 2004.

8. Sale of surplus property.

Director Davis moved to approve the consent calendar. Vice Chair Rodriguez seconded the motion. The motion passed unanimously.

9. Public Comment

Chair Britton invited Mr. Steve Musick to speak to the Board. Mr. Musick thanked MTD Board members for taking the time to listen to his concerns regarding the Calle Real property. Mr. Musick stated that he was not able to provide the Property Committee members with all of his information at the last meeting and would like to present the Board with a five-minute presentation at the next Board meeting.

Vice Chair Rodriguez stated that as a member of the Property Committee she appreciated that Mr. Musick had provided the committee with an excellent review of his concerns and thanked him for his time and dedication. General Manager Fisher also added that MTD staff was currently reviewing some of Mr. Musick's concerns.

10. Public Hearing Regarding Fare Structure for Valley Express Service

General Manager Fisher requested that the MTD Board open public comment regarding fare structure for the Valley Express Service with continued discussion at the upcoming Board meeting on November 9, 2004. The proposed fare structure would consist of: A \$4.00 cash fare (One way fare), a ten-ride pass @ \$35.00 (A savings of 50 cents per ride) or a 30-day pass @ \$120 (similar to the current 30-day pass). All fares would include a transfer to MTD lines after arriving in Santa Barbara.

MTD Manager of Marketing, Lynnette Coverly updated the Board on an e-mail contact list of approximately two hundred potential Valley Express riders. Surveys conducted resulted in positive feedback and valuable market information. Ms. Coverly added that Community Relations Manager, David Damiano, has also been working with local newspapers in the Santa Ynez Valley and more promotions are planned.

The Board discussed the possibilities regarding meetings in the Valley versus in Santa Barbara.

General Manager Fisher reminded the Board that the information has been provided to the City Councils of Buellton and Solvang (televised). Ms. Coverly added that tonight's, televised Board meeting would air on the Government Access (GATV 20) channel in the Valley. Director Moldaver suggested that information regarding the Valley Express Service and contact information air along with the rebroadcast of tonight's, televised Board meeting. General Manager Fisher agreed.

Chair Britton moved to continue this public hearing at the November 9, 2004 Board meeting.

11. South Coast Transit Priorities

General Manager Fisher requested the Board's approval to present the SCTP project to the Santa Barbara County Association of Governments (SBCAG) at the upcoming, October 21, 2004, meeting. The purpose of this presentation is to request an amendment to the original 1999 plan.

General Manager Fisher then gave an overview of the SCTP plan and explained that funding required for this project would include capital assistance of \$5,423,760 and operating assistance of \$2,159,700. She then noted that this left \$812,740 in remaining funds. MTD staff is aware of the remaining funds and met with staff at SBCAG to establish a process in which MTD can move these remaining funds out of this project to be made available to SBCAG for another project. CalTrans has approved this and offered their assistance.

General Manager Fisher added that MTD was excited about the new services, which will include Superstops in downtown Santa Barbara, new service in **Isla Vista/UCSB** (utilizing electric shuttles), an **Old Town Goleta Shuttle** (serving the shopping areas of downtown Goleta and the Calle Real Shopping Center), a route serving the **Mesa Loop** (traveling to City College, the Mesa Shopping Center and the Transit Center) and **Valley Express Service**. MTD hopes to begin the Valley Express Service in January 2005, pending SBCAG approval and after the Federal Transit Administration (FTA) has processed the changes.

Chair Britton thanked General Manager Fisher for the presentation of the SCTP project. He then asked the Board if they had any comments.

Director Davis thanked MTD staff for all of their time and effort.

General Manager Fisher also thanked Directors Davis and Moldaver for their assistance.

Director Davis moved to authorize the presentation of the amended SCTP project to SBCAG at the upcoming, October 21, 2004, meeting. Chair Britton seconded the motion. The motion passed unanimously.

12. **General Manager Report**

General Manager Fisher updated the Board on the following items:

The Jazz Shuttle ran in conjunction with the Santa Barbara Jazz Festival. It shuttled attendees to and from the festival and one of the shuttles carried a performing jazz trio.

Ms. Coverly updated the Board on the recent AdWheel award that the MTD Pocket Map had received from the American Public Transportation Association (APTA). MTD won first place in its category, which is four million to thirty million passengers carried. On a final note, she stated that due to lack of sponsorship, this National award winning Pocket Map has not been reprinted. MTD's marketing department is actively seeking sponsors.

Chair Britton congratulated Ms. Coverly and the marketing department.

General Manager Fisher reported that MTD Superintendent of Operations, Dave Morse recently assisted in an emergency response-training event that was held at the Santa Barbara Airport. An MTD bus was used as part of the simulation; MTD was happy to participate. Director Davis stated that he had seen this story on the local news.

General Manager Fisher announced that recipes were being collected for an **MTD Employee Cookbook**. The idea for the cookbook came from Driver, Nancy Vargas, who felt this would be a great way to create an "Employee Fund". These funds will be used for employee events.

MTD's annual **United Way** Campaign is underway and this year is headed by Community Relations Manager, David Damiano and is also being assisted again with the help of Driver, Nancy Vargas. Mr. Damiano addressed the Board and explained that this year's campaign would also provide the community with opportunities to contribute in the form of a "Community Challenge". At no cost to MTD, KRUZ radio is assisting with the promotion. MTD will hold its annual United Way fundraising BBQ on October 29, 2004.

General Manager Fisher then introduced Norman King, who is a member of the **Santa Barbara Beautiful Board of Directors** and thanked them for funding \$7,000 to provide planting and landscaping of the area around the MTD wall at Haley & Salsipuedes. Santa Barbara Beautiful has also assisted MTD with \$5,000 toward planned shelters at Carpinteria and Milpas and in front of Scholaris at Milpas. Further assistance for these shelters has come from the Coalition for Sustainable Transportation (COAST) of Santa Barbara, who has brought in \$10,000 from a "Community Development Block" grant and a \$1,000 donation from Barry and Martha Siegel. Plaques of recognition are planned for

these locations. Mr. King stated that Santa Barbara Beautiful was excited about these projects.

Chair Britton thanked Mr. King and Santa Barbara Beautiful.

General Manager Fisher also thanked MTD Community Relations Manager, David Damiano, who led this project and brought the original costs down.

Chair Britton commented that MTD staff is doing a great job and getting a lot done.

General Manager Fisher then reported that MTD has been working with **UCSB on a Staff and Faculty Pass**. More information will be presented at a later meeting.

General Manager Fisher also presented another topic for future discussion, which originated as a question by Dr. Secord. Dr. Secord asked if we should have Downtown Shuttles that come down State Street, turn right at Cabrillo and continue to the Harbor. Planning Manager, Steve Maas has produced a report in regard to this question. Mr. Maas handed Board members copies of the report and made this report available to the public.

General Manager Fisher then requested Chair Britton's assistance in asking for a meeting of the Personnel Committee. Chair Britton granted the request.

13. Other Business and Committee Reports

Director Davis reported that the Property Committee had met with Mr. Musick regarding the Calle Real property. Director Davis stated that it was a very productive meeting and that Mr. Musick had presented them with over an hour of information, history and his concerns regarding the property.

Director Davis asked General Manager Fisher if there was any new information regarding 101 In-Motion. General Manager Fisher updated the Board on current 101 In-Motion happenings and stated that MTD staff continues to meet with the Technical Advisory Group (TAG) and the Stake Holders Advisory Committee (SAC).

General Manager Fisher then introduced City of Santa Barbara Transportation Manager, Browning Allen. Mr. Allen addressed the Board and stated that SBCAG and Parsons Brinckerhoff, the consultant team hired by SBCAG have gone to various city councils and made presentations in regard to the project. Mr. Allen then suggested that it might be a good idea for them to make a presentation to MTD's Board of Directors.

14. Recess to Closed Session-Calle Real

The Board met in closed session pursuant to Government Code §54956.8, conference with real property negotiators regarding the MTD Calle Real Property, APN's Book 59, Page 14, Parcels 4, 5 & 6, and Book 67, Page 23, Parcel 6, concerning price and terms of payment; agency negotiators Doug Large and Bob

Andrews; other negotiation parties: Housing Authority of County of Santa Barbara, Martin Farrell Homes, and Investec Capital, Inc.

No action taken.

15. Recess to Closed Session-Union Negotiations

The Board met in closed session pursuant to Government Code §54957.6 to discuss labor negotiations with labor negotiators General Manager Sherrie Fisher and Assistant General Manager Jerry Estrada.

No action taken.

13. *Other Business and Committee Reports (continued)*

The MTD Board reopened Other Business for a short discussion of a letter received from Santa Barbara Electric Transportation Institute (SBETI) proposing dissolution of the relationship with MTD.

16. Adjournment

SPEAKERS: Any person wishing to speak to an item on the Agenda should complete and deliver to the MTD Board Clerk a “Request to Speak” form **before the meeting is convened**.

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.